Sub C2

12. (Amended) A system for unobtrusively detecting an object of a subject's interest in media content, comprising:

B2

means for detecting, in real time, an object of said subject's attention;

means for measuring the subject's relative arousal level; and

means for combining information regarding said subject's arousal level and attention to infer the object of interest.

Sub C3

23. (Amended) A method of unobtrusively detecting a subject's level of interest in media content, comprising:

B3

detecting, in real time, a subject of said subject's attention;

measuring a subject's relative arousal level; and

combining information regarding said subject's arousal level and attention to infer a level of interest.

Sub C4

34. (Amended) A method of unobtrusively detecting the object of a subject's interest in media content, comprising:

B4

detecting the object, in real time, of said subject's attention;

measuring the subject's relative arousal level; and

combining information regarding the subject's arousal level and attention to infer the object of interest.

Sub C5

45. (Amended) A method for detecting a person's level of interest in media content, comprising:

B5

assessing, in real time, whether a person is attending to the media content, to produce first data;

assessing a person's relative arousal level with regard to the media content, to produce second data;

Cs

combining said first and second data to infer a level of interest the person has in said media content; and

communicating said level of interest as feedback about the media content to a manager of said media content.

Sub C6

53. (Amended) A signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method for computer-implemented unobtrusive detection of a subject's level of interest in media content, said method comprising:

detecting, in real time, an object of said subject's attention;

measuring a subject's relative arousal level; and

combining information regarding said subject's arousal level and attention to infer a level of interest.

54. (Amended) A signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method for computer-implemented unobtrusive detection of a subject's level of interest in media content, said method comprising:

assessing, in real time, whether a subject is attending to the media content, to produce first data;

assessing a subject's relative arousal level with regard to the media content, to produce second data;

combining said first and second data to infer a level of interest the subject has in said media content; and

communicating said level of interest as feedback about the media content to a manager of said media content.

55. (Amended) A system for unobtrusively measuring a subject's interest in media content,

comprising:

a detector for detecting, in real time, an object of a subject's attention;

a measuring device which measures a subject's arousal level; and

an inference engine which infers subject's interest level based on a said arousal level.